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ABSTRACT

Investigating complaints that newspaper reports about Hispanic Americans or Hispanic issues are biased, a study examined the daily newspaper coverage of Hispanics and Hispanic issues by the "Albuquerque Journal" (New Mexico) and the "San Antonio Express" (Texas). Three constructed-year samples, for 1982, 1984, and 1986, were selected for analysis, and 27 issues of each newspaper were examined. All wire stories were excluded, as were sports stories, stories in the entertainment or women's sections, and advertisements. Findings revealed that Hispanics and Hispanic issues are, at least in two Southwestern cities, present in the newspaper in proportion to their presence in the population. Albuquerque's population is approximately 33% Hispanic, and the "Journal" devoted 49.6% of its news space to Hispanic coverage. San Antonio's population is approximately 41% Hispanic, and 43.8% of the local stories and photos that appeared in the "Express" were Hispanic. Hispanic stories and photos in the "Journal" and "Express" are generally longer, get bigger headlines and more prominent placement in the newspaper, and focus less on "bad news" than coverage of interest to Anglos. However, findings revealed that Hispanic news coverage tends to focus on Hispanics as "problem people." One-quarter of the Hispanic stories dealt with judicial, crime, or accident/disaster problems, compared to only 16.7% of the non-Hispanic (Anglo) coverage. In addition, 21.5% of Hispanic stories, compared with 12.8% of Anglo stories, were news reports of judicial or criminal activities. (Twenty-five footnotes, ten tables of data, and two charts are appended.) (ARH)

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HISPANIC AMERICANS IN THE NEWS:
A MINORITY GROUP COMES OF AGE
IN TWO SOUTHWESTERN CITIES

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A Study Conducted Under a Grant to the
New Mexico Human Rights Commission
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Hispanic Americans are one of this country's fastest-growing minority groups, expected to become the largest minority by the year 2000. For that reason, one might expect a great deal of attention would be paid to Hispanic Americans by society at large and by the news media, which serve as society's window on the world.

This study sought to examine that expectation by studying the relative and comparative extent to which two particular windows on the world -- two daily newspapers -- focused their editorial attention on Hispanic Americans, who already are the largest minority group in the markets represented by these newspapers. (1)

Hispanic Americans have complained that newspaper coverage of Hispanics or Hispanic issues is biased, usually because newspapers do not report enough news about Hispanics or because the news that is reported is negative rather than positive. (2) Human rights commissions in several states, most notably those with proportionately large Hispanic American populations, report that an increasing number of Hispanics feel their civil and Constitutional rights are abridged by what they view as biased treatment by the news media. (3) These factors, therefore, make the issue of how Hispanic Americans are treated in newspaper coverage of significant societal importance.

Previous Studies

Several studies have investigated the image of Hispanic Americans (4) in newspapers. Among the issues examined in those studies were general news coverage of this population and the content categories into which that coverage could be placed; crime coverage; balance of news coverage; appearance of stereotypes in news coverage; portrayal of Hispanics as "problem people" in conflict, rather than cooperative, situations; sources of news stories about Hispanics; and length of Hispanic news stories.

Greenberg et al. studied local daily newspapers from six southwestern U.S. cities and concluded that the proportional newshole coverage of Hispanics tended to match quite closely each city's representation of Hispanics in its population. These newspapers varied markedly by content area in their coverage of Hispanic Americans, with sports coverage outdistancing photo or editorial coverage in most newspapers studied. But the team of researchers concluded that the perception among Hispanics that crime is singularly emphasized was not supported by their analysis. (5)

Gutierrez, in a study of news treatment of Mexican Americans and the response of American society to that treatment, concluded that coverage of Chicanos was not balanced, adequate or objective. (6) Other studies by Gutierrez, Chavira and Fishman and Casiano concluded that stereotypical symbols were used by the mass media to designate Chicano groups, perhaps triggering unfavorable stereotypical images in Anglo minds. (7) Gutierrez also reported that news stories tended to focus on Latinos as "problem people," causing or beset by problems. (8)

Sanchez, examining the treatment of Mexican Americans in 10 U. S. daily newspapers, concluded that most of the articles about Mexican Americans were negative, dealing with conflict as opposed to cooperation or resolution of conflict. He also reported that there appeared to be no difference in length between positive and negative stories about Mexican Americans, and that those stories that used Mexican American sources were no more likely to be positive than stories using information from Anglo sources. (9)

Research Questions

This study sought to examine how Hispanic Americans, and Hispanic issues, were covered by daily newspapers in two of the states where complaints relating to media coverage have been investigated by state human rights commissions, New Mexico and Texas. Specific research questions included:

--how much coverage Hispanic Americans or Hispanic issues received (number and length of stories) compared to non-Hispanics (designated as "Anglos" in this study);

--what kind of coverage Hispanic Americans received (types and subjects of stories) compared to Anglos; and

--play or prominence given Hispanic stories (section and page of paper, and size of headline) compared to the play given stories about Anglos.

Research Methods

Newspapers in Albuquerque, New Mexico and San Antonio, Texas were selected for analysis because the proportion of Hispanic Americans in each city's population is large and similar (approximately 33% in Albuquerque and 41% in San Antonio).(10) Three constructed-year samples, for 1982, 1984 and 1986, were selected for analysis. (11) Twenty-seven issues of each newspaper were examined; a total of 1,841 stories was analyzed, 789 (42.86% of the total) from the Albuquerque Journal and 1052 (57.14%) from the San Antonio Express. (12)

Coders identified all "local" news stories -- the unit of analysis -- with a local story operationally defined as any story generated by the newspaper's own staff in the state of publication (New Mexico for Albuquerque, Texas for San Antonio). All wire stories were excluded, as were sports stories, stories in the entertainment or women's sections, and advertisements.

Photographs appearing with or without an accompanying news story were included, as were editorials, columns and letters to the editor. (13)

Results of the Study

Slightly fewer than half (851, or 46.3%) of the 1,841 stories and photographs analyzed were coded as being Hispanic. Stories and photos were coded "Hispanic" if they contained Hispanic surnames; referred to Hispanics as members of a minority group; referred to Spanish-speaking countries, cultures or customs; or dealt with identifiably Hispanic issues.

Most of this Hispanic content (86.8%) consisted of text material; the largest group of stories was hard news (54.0%) with the remainder classified as features, columns, editorials, letters to the editor or bulletins. One hundred eleven (13.2%) of the Hispanic items were photos appearing either alone with cutlines or as accompaniment to a story. That pattern was notably different from Anglo coverage, which was significantly less likely to be hard news (360 stories, or 36.5%) and more likely to be editorials (10.3%), letters to the editor (18.6%) or photos (15.4%). (See Table 1)

TABLE 1 ABOUT HERE

The Albuquerque Journal published proportionately more Hispanic items (391, or 49.6% of its local newshole) than the San Antonio Express, which devoted 43.8% of its newshole to 460 Hispanic stories and photos, and the difference was statistically significant. (14) There was no significant difference between the two newspapers, however, in whether the primary focus of these Hispanic stories was on Hispanic Americans or Hispanic issues: 42.1% of the Albuquerque Journal stories and 40.0% of the stories in the San Antonio Express were coded as having a primarily Hispanic focus.

The two newspapers differed significantly as to the presence or absence of Hispanic criteria -- names, issues, or references to culture or custom -- in their stories and photos. Hispanic coverage in the Albuquerque Journal was more likely to use Hispanic surnames than coverage in the San Antonio Express, but was less likely to mention Hispanic issues or to refer to Spanish-speaking countries, cultures or customs. (See Table 2)

TABLE 2 ABOUT HERE

There also were significant differences between the two newspapers in the type of coverage given to Hispanic individuals or issues. Hispanic stories in the Albuquerque Journal were more likely to be hard news (60.4%) than those in the San Antonio Express (48.5%) but the Express used far more photos with the hard news stories it ran, perhaps giving those items greater prominence. The Expressalso was more likely to run a column or column item about Hispanics (8.6% vs. 2.3% in the Journal). (See Table 3)

TABLE 3 ABOUT HERE

Coverage of government and political subjects dominated the Hispanic stories and photos in both newspapers: one-third (284, or 33.5%) of all Hispanic content dealt with government or political news. The second most-covered subject was judicial and crime news, which accounted for 182 stories or photos, or 21.5% of the published content across the two newspapers.

While there were no significant differences between the two newspapers in subjects covered, a significant subject-matter difference between Hispanic and Anglo stories generally was observed. Like Hispanic stories and photos, the number one subject of Anglo stories was government and politics (259, or 26.4%). But Anglo stories were more likely than Hispanic stories to address economics, business, science, health and medicine, and general "human interest" subjects. (See Table 4)

TABLE 4 ABOUT HERE

Most stories, both Hispanic and Anglo, attributed information predominantly to Anglo sources; that pattern of attribution prevailed in both newspapers. For example, 78.3% of the Hispanic stories in the Albuquerque Journal attributed information to non-Hispanic sources, compared to 76.7% of the stories in the San Antonio Express. This contradicted findings of the Greenberg et al. study, which determined that 79% of the Hispanic stories it examined quoted at least one Hispanic source. (15)

Hispanic stories dealt with "bad news," where the event or information itself was inherently negative, less often than did Anglo stories: 36.9% of the Hispanic stories were "bad news" compared with 39.2% of the Anglo stories. (16) Hispanic individuals mentioned in stories also were less likely to be cast in an unfavorable light than Anglos, as 6.0% of the Hispanic stories reflected negatively upon the individuals mentioned in those stories compared to 16.3% of the Anglo stories. (17) These statistically significant findings were somewhat unexpected in light of previous studies that had shown some unfavorable stereotypical patterns and an emphasis on the negative in coverage of Hispanic Americans. (18)

While Hispanic stories were less likely to be negative than stories about Anglos, they also were less likely to be positive, or to cast Hispanics in a favorable light. Most stories, 88.5% for Hispanic and 75.5% for Anglo, were neutral or balanced. (See Table 5)

TABLE 5 ABOUT HERE

"Bad news" stories or photos coded as Hispanic were most likely to deal with the subjects of riots and demonstrations (100% of all Hispanic stories about riots and demonstrations), accidents and disasters (88.2%), judicial or criminal events (74.2%) and immigration (60.0%). Accidents and disasters were the subjects of the greatest amount of "bad news" in Anglo coverage (86.8%), followed by judicial and criminal events (73.8%) and coverage of social movements (63.2%). Anglo coverage on the subject of government and politics was more likely to be "bad news" than coverage of the same subject in Hispanic stories, while stories dealing with religion were more likely to be "bad news" when the stories were Hispanic than when they were Anglo.

Hispanics were portrayed in an unfavorable light most often in stories and photos about immigration (20.0%), social movements (20.0%) and religion (18.2%). Anglos, on the other hand, were most likely to be depicted unfavorably in coverage of social movements (42.1%), government and politics (32.1%) and judicial and criminal events (14.3%).

While both Hispanics and Anglos were more likely to appear in "bad news" judicial and crime stories as perpetrators of crime rather than as victims, Hispanics were significantly less likely to be cast in an unfavorable light in those stories than Anglos.

This finding was particularly interesting because the literature indicates that a frequent complaint of Hispanics is that news coverage of a crime committed by a Hispanic is likely to be more negative than coverage of the same crime committed by an Anglo. In this study, Hispanic stories dealing with judicial events or crime were coded "bad news" 74.2% of the time, and an almost equal proportion -- 73.8% -- of the Anglo crime stories were "bad news." But the Hispanic crime stories reflected unfavorably upon Hispanic individuals mentioned in the stories less often -- 1.7% of the time -- than was the case for Anglos. (19)

An examination of those stories and photos coded "good news" indicated that coverage of housing issues, human interest stories and stories about science, health or medicine were generally positive when the story was Hispanic. Housing and science/health/medicine stories were generally "good news" for Anglos, too, as was coverage of art, culture and entertainment. But good news didn't often reflect positively upon either the Hispanic or Anglo individuals associated with those good news stories: in only one category (immigration coverage in Hispanic stories)) was the proportion of coverage that reflected favorably upon individuals equal to the proportion of stories and photos that dealt with "good," as opposed to "bad" or "neutral," news. (See Table 6)

TABLE 6 ABOUT HERE

There were significant differences in the play given Hispanic versus Anglo stories, as well as differences between the two newspapers in how Hispanic and Anglo stories were treated. Compared to Anglo stories, Hispanic stories were longer, were displayed with bigger headlines, and were more prominently placed in the newspaper. Hispanic stories in the Albuquerque Journal were slightly shorter, appeared under smaller headlines, and were less prominently placed in the paper than Hispanic stories in the San Antonio Express.

Slightly more than half of the Anglo stories were 10 inches or less in length, compared to only one-third of the Hispanic stories; at the other end of the length scale, a greater proportion of Hispanic stories were longer than 30 inches (14.6%) than was the case among Anglo stories (10.6%) (See Table 7)

TABLE 7 ABOUT HERE

Fewer Hispanic stories (30.7%) were displayed under one-column headlines than Anglo stories (40.9%), and Hispanic stories were more likely to appear under 6- or 8-column banner headlines (4.3%, compared to 2.4% for Anglo stories).

One in 10 Hispanic stories appeared on page 1 of the newspaper, compared to 5.5% of Anglo stories, even though fewer Hispanic stories appeared in the first (A) section of the paper (39.0%, compared to 47.4% for Anglo stories). An additional 15.7% of the Hispanic stories were on the front page of another section in the newspaper compared to 10.8% for Anglo stories. (See Table 8)

TABLE 8 ABOUT HERE

The two newspapers played Hispanic stories differently. The largest number of Hispanic stories categorized as "very short" (5 inches or less in length) appeared in the Albuquerque Journal: 13.6% of all Journal stories compared to 9.1% of the San Antonio Express stories. But the two papers were closer in the middle-length range, with slightly more than a third of the stories in either paper placed in the "10 inches or less" length category. (See Table 9)

TABLE 9 ABOUT HERE

More than one-third of the headlines over Hispanic stories in the Journal were one column wide, compared to 27.2% of the Express headlines. The San Antonio paper used banner headlines over Hispanic stories 5.7% of the time, compared to 2.6% in the Journal.

While the two newspapers were equally likely to place a Hispanic story on page 1 (10.3% in the Albuquerque Journal, 9.8% in the San Antonio Express), a Hispanic story was less likely to appear in the first (A) section of the paper in Albuquerque than in San Antonio. The Albuquerque paper, however, was more likely to position a Hispanic story on the front page of another section in the newspaper: 18.8% of the time, compared to 13.0% in the San Antonio paper. (See Table 10)

TABLE 10 ABOUT HERE

These same differences in placement were not apparent when the two newspapers' treatment of Anglo stories was examined. There was no statistically significant difference between the Albuquerque and San Antonio newspapers in the length, headline treatment, section placement or page-number display of Anglo stories.

A series of multiple regressions (20) was performed on the data to examine the degree to which some characteristics of the news coverage explained or predicted whether a particular story was Hispanic or Anglo. Variables included in the regression equations were length of story, section of the newspaper and page number where the story appeared, width of the story's headline, the subject of the story, the good-bad-neutral nature of the story's content, and how the story reflected upon individuals mentioned in that story. Previous studies, as well as data from the current study, indicated that Hispanic and Anglo stories differed in terms of these variables.

None of the regression analyses were statistically significant. Therefore, in each regression, the null hypothesis -- that there was no relation between the independent variable (whether the story was Hispanic or Anglo) and the dependent variables (certain story characteristics) -- had to be accepted.

CONCLUSIONS AND IMPLICATIONS

Patterns of newspaper coverage of Hispanics appear to have changed, and the resulting coverage appears to have improved, since the last-reported analyses. This study indicated that Hispanics and Hispanic issues are, at least in two Southwestern cities, present in the newspaper newshole in proportion to their presence in the population. Albuquerque's population is approximately 33% Hispanic, and the Journal devoted 49.6% of its newshole to Hispanic coverage. San Antonio's population is approximately 41% Hispanic, and 43.8% of the local stories and photos that appeared in the Express were Hispanic.

Hispanic stories and photos in the Journal and Express are generally longer, get bigger headlines and more prominent placement in the newspaper, and focus less on reporting "bad news" (with the notable exception of crime) than coverage of Anglos.

These findings are in rather marked contrast to earlier studies. Sanchez, for instance, concluded that there was no difference in length between Hispanic and Anglo stories. (21) But in the current study, there was a statistically significant difference in length between Hispanic and Anglo stories, with Hispanic stories longer.

Sanchez also concluded that most articles about Hispanics were negative, dealing with conflict as opposed to cooperation, or bad news as opposed to good. (22) In the current study, Hispanic stories dealt with "bad news" less often (36.9% of the time) than Anglo stories (39.2%), and the difference again was statistically significant.

Gutierrez noted that coverage of Hispanics was not balanced or objective (23), yet 88.5% of the Hispanic stories in the current study were coded as neutral or balanced compared to 75.5% of the Anglo stories. Hispanic stories were also less likely to reflect unfavorably upon Hispanic individuals: 6.0% of the Hispanic stories were coded "unfavorable," compared to 16.3% of the Anglo stories.

But some of the earlier findings were supported by this study. Another of Gutierrez's conclusions was that Hispanic news coverage tended to focus on Hispanics as "problem people," causing or beset by problems. (24) The current study supported that notion. Three of the subject categories used to code stories in the current study are inherently problem-oriented: judicial and crime news, news of riots and demonstrations, and accident and disaster news.

One-quarter (25.6%) of the Hispanic stories dealt with one of these problem subjects, compared to only 16.7% of the Anglo coverage.

Findings of the current study also are contrary to Greenberg et al.'s conclusion that crime was not singularly emphasized in Hispanic news coverage. (25) Judicial and crime news ranked #2 among topics covered in Hispanic stories, compared to a #4 ranking in Anglo stories. And 21.5% of Hispanic stories, compared with 12.8% of Anglo stories, were news reports of judicial or criminal activities.

While the current study dealt with a small and unrepresentative sample of newspapers, that limited external validity should not detract from the descriptive value of what it has to say about newspaper coverage of Hispanic Americans and Hispanic issues. This study's conclusion is that Hispanics are being treated equitably, or at least more equitably than they have been treated in the past, on several significant dimensions of newspaper coverage. That should be of some value in assessing whether the media picture of minorities, particularly of the Hispanic minority, is a less-than-equal image.

FOOTNOTES

1 Based on 1980 U. S. Census Bureau figures, Hispanic Americans constitute the largest minority group in both Albuquerque, New Mexico, and San Antonio, Texas, the cities included in this study.

2 Alex Tan, "Evaluation of Newspapers and Television by Blacks and Mexican Americans, Journalism Quarterly 55 (4), 1978, pp. 673-681.

3 Telephone conversations with staff of human rights commissions in New Mexico, Texas and California, 1987.

4 While some researchers have used the term "Hispanic Americans" to describe populations of Spanish-speaking Americans they have studied, others have identified their populations as "Mexican Americans" (presumably because they are of Mexican, as opposed to other Spanish, descent), "Latinos" (presumably because they are of Latin American descent), or "Chicanos." In reporting on these previous studies, the authors of this article have used the terminology adopted by the original researchers.

5 Bradley S. Greenberg, Michael Burgoon, Judee K. Burgoon, and Felipe Korzenny, Mexican Americans and the Mass Media (Norwood, N.J.: Ablex Publishing Corp., 1983)

6 Felix Gutierrez, "Through Anglo Eyes: Chicanos as Portrayed in the News Media," paper presented to the Association for Education in Journalism, August 1978.

7 R. Chavira, "A Case Study: Reporting of Mexican Emigration and Deportation," Journalism History 4 (2), 1977, pp. 59-61; J. Fishman and H. Casiano, "Puerto Ricans in the Press," Modern Language Journal 53 (3), 1969, pp. 157-162.

8 Felix Gutierrez, "Latinos and the Media in the United States: An Overview," paper presented at the International Communication Association Conference, May 1980.

9 Leo Sanchez, "Treatment of Mexican Americans by Selected U.S. Newspapers, January-June, 1970," unpublished MA thesis, The Pennsylvania State University, June 1973.

10 A larger sample of newspapers would have been more representative, and would have yielded additional useful comparisons more broadly generalizable to other newspapers. But the scope of the study was limited by lack of additional human and monetary resources. Data from this two-newspaper study therefore should not be casually generalized to other newspapers or other cities.

11 The starting date for construction of each year's sample was selected from a table of random numbers, and then an interval of 30 days was used to select the next issue in the sample. The resulting sample included issues from each month, and the stories analyzed from the sample were quite evenly spread across the three years, with 29.8% from 1982, 36.7% from 1984 and 33.5% from 1986.

12 The "home delivery" city edition of each newspaper was analyzed to provide consistency of comparison between the two dailies.

13 Seven students, trained by the research team, coded the news stories over a three-month period in 1987. Intercoder reliability over the 26 items coded for each story was 93.5% or higher, using Kendall's W, with average reliability across coders of 96.8%.

Categorical variables that had given coders in the previous Greenberg et al. study the most difficulty -- presence/absence and number of Hispanic surnames, and length of story measured in inches -- were examined particularly carefully in this study. Intercoder reliability for presence of Hispanic surnames in the current study was 94%, compared to 83% in the Greenberg study. But for the number of Hispanic surnames in stories coded, intercoder reliability in this study was 89.7%, slightly lower than the 95% reliability reported by Greenberg.

It should be noted that Greenberg's coders had the benefit of a U.S. Census Bureau-provided list of Spanish surnames against which to compare names in newspaper stories, a list the Census Bureau said it wasn't even aware of when asked by researchers conducting the current study.

Intercoder reliability for length of story in the current study was 94.4%, slightly more reliable than the 93% reported by Greenberg.

As expected, the categorical variable that posed the greatest differentiation problem for coders in the current study was the story's slant: positive, negative or neutral. Intercoder reliability on this variable was 90.9%.

14 Chi-square 6.075, DF=1, probability 0.014.

15 Greenberg et al., op. cit., p. 211.

16 Chi-square 6.765, DF=2, probability 0.034.

17 Chi-square 56.545, DF=2, probability 0.000.

18 Gutierrez, "Latinos and the Media in the United States," op. cit., and Sanchez, op. cit.

19 Kendall's tau-b -0.099, ASE 0.028. Because of the number of cells with expected counts of less than 5, Chi-square was not a valid statistical test.

20 Regressions were run stepwise with forward selection, stepwise with backward elimination, stepwise beginning with the variable explaining the least variance, and stepwise beginning with the variable explaining the most variance.

21 Sanchez, op. cit.

22 Ibid.

23 Gutierrez, "Latinos and the Media in the United States, op. cit.

24 Ibid.

25 Greenberg et al., op. cit.

TABLE 1
HISPANIC VS. ANGLO STORIES: STORY TYPE

	Hispanic Stories		Anglo Stories	
	N	%	N	%
Hard news	457	54.0	360	36.5
Hard news with photo	97	11.5	99	10.0
Feature	35	4.1	41	4.2
Feature with photo	45	5.3	41	4.2
Column	48	5.7	69	7.0
Editorial	23	2.7	102	10.3
Letter to the editor	37	4.4	184	18.6
Stand-alone photo	14	1.7	53	5.4
Bulletin	41	4.8	19	1.9
Other	50	5.9	19	1.9

Statistically significant: Chi-Square 198.84, DF=9, probability 0.000

TABLE 2
PRESENCE OR ABSENCE OF HISPANIC CRITERIA

	Albuquerque N=789	San Antonio N=1052	Overall N=1841
Mentioned persons with Hispanic surnames*	381 (48.3%)	436 (41.4%)	817 (44.4%)
Mentioned Hispanic issues**	2 (>1%)	16 (1.6%)	18 (1.0%)
Referred to Spanish-speaking countries, cultures, customs***	15 (1.9%)	48 (4.6%)	63 (3.4%)
Referred to Hispanics as a minority group****	7 (>1%)	19 (1.8%)	26 (1.4%)

* Statistically significant: Chi-Square 61.977, DF=39, probability 0.011
** Statistically significant: Chi-Square 7.571, DF=1, probability 0.006
*** Statistically significant: Chi-Square 9.687, DF=1, probability 0.002
**** Not statistically significant

TABLE 3

HISPANIC STORY TYPE BY NEWSPAPER

	Albuquerque Journal		San Antonio Express	
Hard news	236	60.4%	221	48.5%
Hard news + photo	19	4.9%	78	17.1%
Feature	14	3.6%	21	4.6%
Feature + photo	25	6.4%	20	4.4%
Column	9	2.3%	39	8.6%
Editorial	12	3.1%	11	2.4%
Letter to the editor	15	3.8%	22	4.8%
Photo alone	3	< 1%	11	2.4%
Bulletin	10	2.6%	31	6.8%

Statistically significant: Kendall's tau-b 0.243, ASE 0.029. Because of a large number of cells with an expected count of less than 5, Chi-square was not a valid test of significance.

TABLE 4
HISPANIC VS. ANGLO STORIES: SUBJECTS

	Hispanic			Anglo			Overall		
	Rank	N	%	Rank	N	&	Rank	N	%
Goverment/politics	1	284	33.5	1	259	26.4	1	543	29.7
Judicial/crime	2	182	21.5	4	126	12.8	2	308	16.8
Social/human interest	3	124	14.6	2	178	18.1	3	302	16.5
Economics/business	4	72	8.5	3	160	16.3	4	232	12.7
Education	5	53	6.3	6	49	5.0	5	102	5.6
Accidents/disasters	6	34	4.0	7	38	3.9	6	72	3.9
Art/culture/entertainment	7	36	4.3	8	35	3.6	6	71	3.9
Science/health/medicine	8	14	1.7	5	55	5.6	7	69	3.8
Religion	9	11	1.3	9	23	2.3	8	34	1.9
Social movements	10	5	0.6	10	19	1.9	9	24	1.3
Immigration	10	5	0.6	12	0	0	10	5	0.3
Housing	11	2	0.2	11	3	0.3	10	5	0.3
Riots/demonstrations	12	1	0.1	12	0	0	11	1	0.1

Statistically significant: Kendall's tau-b 0.072, ASE 0.020
Because a large number of cells had an expected count of less than 5, Chi-Square was not a valid test of significance.

TABLE 5
HISPANIC VS. ANGLO STORIES: SLANT

	Nature of News Event*				Reflection of News Upon Individuals**			
	Hispanic		Anglo		Hispanic		Anglo	
	N	%	N	%	N	%	N	%
Favorable/ Positive/ "Good"	162	19.1	222	22.5	47	5.5	81	8.2
Unfavorable/ Negative/ "Bad"	314	36.9	386	39.2	51	6.0	161	16.3
Neutral/ Balanced	374	44.0	378	38.3	753	88.5	744	75.5

* Statistically significant: Chi-Square 6.765, DF=2, probability 0.034
** Statistically significant: Chi-Square 56.545, DF=2, probability 0.000

TABLE 6

SLANT OF COVERAGE BY SUBJECT

	Reflection on Individual in Story					
	Hispanic			Anglo		
	%F	%U	%N	%F	%U	%N
Judicial/crime	3.9	1.7	94.5	4.8	14.3	81.0
Economics/business	4.2	0	95.8	10.1	5.0	84.9
Education	3.8	7.6	88.7	10.2	8.2	81.6
Government/politics	2.8	10.2	87.0	5.4	32.1	62.6
Housing	0	0	100	50	0	50
Riots/demonstrations	0	0	100	0	100	0
Social/human interest	13.7	6.4	79.8	14.0	11.8	74.2
Social movements	0	20	80	0	42.1	57.9
Religion	18.2	18.2	63.6	13.0	8.7	78.3
Accidents/disasters	5.9	0	94.1	2.6	5.3	92.1
Science/health/ medicine	7.1	0	92.9	5.5	9.1	85.5
Immigration	20	20	80	0	0	0
Art/culture/ entertainment	8.3	5.6	86.1	14.3	8.6	77.

	Nature of News Itself					
	Hispanic			Anglo		
	%F	%U	%N	%F	%U	%N
Judicial/crime	8.2	74.2	17.6	5.6	73.8	20.6
Economics/business	41.7	8.3	50	32.1	16.4	51.6
Education	24.5	30.2	45.3	30.6	30.6	38.8
Government/politics	7.8	30.3	62	10.4	51.4	38.2
Housing	50	0	50	66.7	33.3	0
Riots/demonstrations	0	100	0	0	0	0
Social/human interest	43.6	16.1	40.3	36.0	22.5	41.6
Social movements	0	20	80	21.1	63.2	15.8
Religion	27.3	27.3	45.5	30.4	8.7	60.9
Accidents/disasters	0	88.2	11.8	2.6	86.8	10.5
Science/health/ medicine	42.9	21.4	35.7	32.7	32.7	34.6
Immigration	0	60	40	0	0	0
Art/culture/ entertainment	38.9	8.3	52.8	45.7	14.3	40

F = favorable
U = unfavorable
N = neutral/balanced

Subjects are arrayed in descending order of frequency with which they were covered in published stories and photos.

Statistically significant: Kendall's tau-b -0.099, ASE 0.028. Because a large number of cells had an expected count of less than 5, Chi-square was not a valid test of significance.

TABLE 7

LENGTH OF STORIES

	Hispanic		Anglo		Overall	
	N	%	N	%	N	%
(in inches)						
< or = 5	95	11.2	234	23.7	329	17.9
6 - 10	193	22.7	263	26.6	456	24.8
11 - 15	181	21.3	179	18.1	360	19.6
16 - 20	121	14.2	105	10.6	226	12.3
21 - 25	74	8.7	59	6.0	133	7.2
26 - 30	63	7.4	44	4.5	107	5.8
31 - 35	34	4.0	27	2.7	61	3.3
> or = 36	90	10.6	78	7.9	168	9.1

Statistically significant: Chi-square 67.371, DF = 7, probability 0.000

TABLE 8

PLACEMENT BY SECTION AND PAGE

	Section						Page		
	1	2	3	4	5	6+	1	Sec. 1	Other
	(percentage)						(percentage)		
Hispanic	39.0	28.4	13.0	5.8	5.7	8.2	10.0	15.7	74.2
Anglo	47.4	25.2	8.1	6.7	1.5	11.1	5.5	10.8	83.7
All stories	43.5	26.7	10.4	6.3	3.4	9.9	7.6	13.1	79.3

Although the number of cells with expected frequency of less than 5 precluded using Chi-square as a valid test of significance, section placement was significant using Lambda as a test: Lambda asymmetric 0.000, ASE 0.000; Lambda symmetric 0.037, ASE 0.008. Page placement also was significant: Lambda asymmetric 0.000, ASE 0.000; Lambda symmetric 0.047, ASE 0.015.

TABLE 9

HISPANIC STORY LENGTH BY NEWSPAPER

	Albuquerque Journal	San Antonio Express
5 inches or less	13.6%	9.1%
10 inches or less	33.5%	34.1%
36 inches or more	11.3%	10.0%

Statistically significant: Chi-square 23.466, DF=7, probability 0.001

TABLE 10

HISPANIC STORY PLACEMENT BY NEWSPAPER

	Albuquerque Journal	San Antonio Express
Section 1	34.8%	42.6%
Sections 2 - 3	43.8%	46.7%
Sections 4, 5, 6 or 7	21.4%	10.7%

Statistically significant: Kendall's tau-b -0.060, probability 0.03. Because a large number of cells had an expected count of less than 5, Chi-Square was not a valid test for significance.

A COMPARISON OF HISPANIC AND ANGLO NEWS COVERAGE

Stories and Photos Appearing in a Sample of Issues of the Albuquerque Journal and the San Antonio Express

	Hispanic Coverage	Anglo Coverage
Length	Mean = 19 inches Fewer short stories Fewer long stories	Mean = 16 inches More short stories More long stories
Section Placement	Most stories in front section, but less likely to be in Section 1 than Anglo stories	Most stories in front section, but more likely to be in Section 1 than Hispanic stories
	Stories less likely than Anglo stories to appear in back sections of paper	Stories more likely than Hispanic stories to appear in back sections of paper
Page Placement	Stories more likely than Anglo stories to appear on page 1, or on first page of another section of the paper	Stories less likely than Hispanic stories to appear on page 1, or on first page of another section of the paper
Headline Display	Stories more likely to appear under banner 5 or 6 column headline, less likely to appear under a 1-column headline	Stories less likely to appear under banner 5 or 6 column headline, more likely to appear under a 1-column headline
	Headlines more likely to be 3 or 4 lines of type	Headlines more likely to be 1 or 2 lines of type
Type of Coverage	More likely than Anglo to be hard news, with or without photo; feature with photo; bulletin	More likely than Hispanic to be feature; column; editorial; letter to the editor; stand-alone photo

Subject of Coverage	Most likely topics: Government/politics Judicial/crime Social/human interest Economics/business Education	Most likely topics: Government/politics Social/human interest Economics/business Judicial/crime Science/health/ medicine
	Least likely topics: Riots/demonstrations Housing Social movements Immigration	Least likely topics: Riots/demonstrations Immigration Social movements Religion
Nature of News Itself	Stories less likely than Anglo stories to be "bad news" AND "good news."	Stories more likely than Hispanic stories to be "bad news" AND "good news."
	Stories more likely to be neutral	Stories less likely to be neutral
How News Reflected on Individuals in Stories and Photos	Hispanics less likely to be treated with a favorable slant, but also less likely to be portrayed in a negative way.	Anglos more likely to be treated with a favorable slant, but also more likely to be portrayed in a negative way.
	Hispanic coverage more balanced, neutral than Anglo coverage	Anglo coverage less balanced, neutral than Hispanic coverage

A COMPARISON OF HISPANIC COVERAGE: THE ALBUQUERQUE JOURNAL AND THE SAN ANTONIO EXPRESS

Stories and Photos Appearing in a Sample of Issues

	Albuquerque Journal	San Antonio Express
Length	Mean = 12 inches More very short or very long stories	Mean = 14 inches Fewer very short or very long stories
Section Placement	Stories less likely to appear in Section 1, more likely to appear in back section of the paper	Stories more likely to appear in Section 1, less likely to appear in back section of the paper
Page Placement	Stories equally as likely as Express stories to appear on Page 1	Stories equally as likely as Journal stories to appear on Page 1
	Stories more likely to be on front page of any section	Stories more likely to be on inside page of any section
Headline Display	Stories more likely to appear under 1 or 2 column heads	Stories more likely to appear under 5 or 6 column banner heads
	Headlines most likely to be 1 line of type	Headlines most likely to be 2 to 4 lines of type
Byline	Most stories appeared without a byline, but less likely to have a Hispanic byline than Express	Most stories appeared without a byline, but more likely to have a Hispanic byline Journal
Use of Hispanic Names	Less likely to use Hispanic names in stories about Hispanic issues, culture	More likely to use Hispanic names in stories about Hispanic issues, culture
Use of Hispanic Sources	More likely to attribute information to Hispanic sources than Express	Less likely to attribute information to Hispanic sources than Journal
Type of Coverage	More likely than Express to be hard news, feature with photo or editorial	More likely than Journal to be hard news with photo, feature or column

Subject of Coverage	Most likely topics: Government/politics Social/human interest Judicial/crime Economics/business Education	Most likely topics: Government/politics Judicial/crime Social/human interest Economics/business Education
	Least likely topics: Immigration Riots/demonstrations Housing Social movements Religion	Least likely topics: Riots/demonstrations Housing Immigration Social movements Religion
Nature of News Itself	Stories less likely than Express stories to be either "bad" news or "good" news	Stories more likely than Journal stories to be either "bad" news or "good" news
	Stories more likely to be neutral	Stories less likely to be neutral
How News Reflected on Individuals in Stories and Photos	Hispanics less likely to be treated with either a favorable or unfavorable slant	Hispanics more likely to be treated with either a favorable or unfavorable slant
	Hispanic coverage more balanced, neutral	Hispanic coverage less balanced,neutral